

EXHIBIT E

PRESS RELEASE

September 1, 2021

Japan Fair Trade Commission closes App Store investigation

Apple will let developers of “reader” apps around the world link to an external website to set up or manage an account beginning early next year



CUPERTINO, CALIFORNIA — Apple today announced an update coming to the App Store that closes an investigation by the Japan Fair Trade Commission (JFTC). The update will allow developers of “reader” apps to include an in-app link to their website for users to set up or manage an account. While the agreement was made with the JFTC, Apple will apply this change globally to all reader apps on the store. Reader apps provide previously purchased content or content subscriptions for digital magazines, newspapers, books, audio, music, and video.

To ensure a safe and seamless user experience, the App Store’s guidelines require developers to sell digital services and subscriptions using Apple’s in-app payment system. Because developers of reader apps do not offer in-app digital goods and services for purchase, Apple agreed with the JFTC to let developers of these apps share a single link to their website to help users set up and manage their account.

Before the change goes into effect in early 2022, Apple will update its guidelines and review process to make sure users of reader apps continue to have a safe experience on the App Store. While in-app purchases through the App Store commerce system remain the safest and most trusted payment methods for users, Apple will also help developers of reader apps protect users when they link them to an external website to make purchases.

“Trust on the App Store is everything to us. The focus of the App Store is always to create a safe and secure experience for users, while helping them find and use great apps on the devices they love,” said Phil Schiller, Apple Fellow who oversees the App Store. “We have great respect for the Japan Fair Trade Commission and appreciate the work we’ve done together, which will help developers of reader apps make it easier for users to set up and manage their apps and services, while protecting their privacy and maintaining their trust.”

This update follows a number of changes to the App Store announced last week, which give developers more flexibility and resources to reach their customers, tailor their price points, and grow their businesses. Last week, Apple also launched the News Partner Program to support local journalism and help news organizations on the App Store.

With the update announced today, the App Store continues to evolve to be an even better marketplace for users and developers alike. Already, Apple provides more than 30 million registered developers with all the tools, resources, and support they need to create and deliver software to over a billion customers around the world on Apple platforms.

Share article



Text of this article

[Copy text](#)

About Apple

Apple revolutionized personal technology with the introduction of the Macintosh in 1984. Today, Apple leads the world in innovation with iPhone, iPad, Mac, Apple Watch, and Apple TV. Apple's five software platforms — iOS, iPadOS, macOS, watchOS, and tvOS — provide seamless experiences across all Apple devices and empower people with breakthrough services including the App Store, Apple Music, Apple Pay, and iCloud. Apple's more than 100,000 employees are dedicated to making the best products on earth, and to leaving the world better than we found it.

Press Contacts

Fred Sainz

Apple
sainz@apple.com
(669) 227-0492

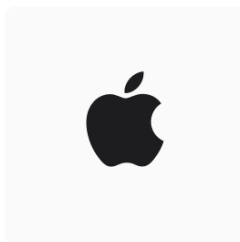
Peter Ajemian

Apple
pajemian@apple.com
(212) 822-9882

Apple Media Helpline

media.help@apple.com
(408) 974-2042

Latest News



PRESS RELEASE

Apple Reports Fourth Quarter Results

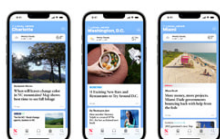
October 28, 2021



PRESS RELEASE

Apple charges forward to 2030 carbon neutral goal

October 27, 2021



UPDATE

Apple News expands local news offerings

October 26, 2021

The latest news and updates, direct from Apple.

[Read more >](#)

Newsroom

Japan Fair Trade Commission closes App Store investigation

Shop and Learn

Store

Mac

iPad

iPhone

Watch

AirPods

TV & Home

iPod touch

AirTag

Accessories

Gift Cards

Services

Apple Music

Apple TV+

Apple Fitness+

Apple News+

Apple Arcade

iCloud

Apple One

Apple Card

Apple Books

Apple Podcasts

App Store

Account

Manage Your Apple ID

Apple Store

Find a Store

Genius Bar

Today at Apple

Apple Camp

Apple Store App

Refurbished and Clearance

Financing

Apple Trade In

Order Status

Shopping Help

For Business

Apple and Business

Shop for Business

For Education

Apple and Education

Shop for K-12

Shop for College

For Healthcare

Apple in Healthcare

Health on Apple Watch

Health Records on iPhone

For Government

Shop for Government

Apple Values

Accessibility

Education

Environment

Inclusion and Diversity

Privacy

Racial Equity and Justice

Supplier Responsibility

About Apple

Newsroom

Apple Leadership

Career Opportunities

Investors

Ethics & Compliance

Apple Store Account
iCloud.com

Shop for Veterans and Military
Events
Contact Apple

More ways to shop: [Find an Apple Store](#) or [other retailer](#) near you. Or call 1-800-MY-APPLE.

Copyright © 2021 Apple Inc. All rights reserved.

[Privacy Policy](#)

[Terms of Use](#)

[Sales and Refunds](#)

[Legal](#)

[Site Map](#)

[United States](#)